

Organ plays at 9, 11 and 4:50  
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9  
Daylight Saving Time

WANAMAKER'S

Store Closes at 5  
Daylight Saving Time

WANAMAKER'S

WEATHER  
Unsettled

# Glorious Summer With Its Seashore Jaunts, Its Vacations and Wanamaker Fashions

## Instead of Counting Up Each Other's Deficiencies

perhaps not in any unfriendly way, let us "try our hands" at bringing forward each other's best traits and efficiencies and be at least half blind to each other's mistakes or failures.

So many things, even by our best newspapers, are distorted and misunderstood until a next day explanation.

Picks and shovels are good for road building, but are not the best tools for making home life or building peace and happiness.

[Signed] *John Wanamaker*

July 18, 1922.

## The Young Woman Keeps Cool in a Crepe de Chine Dress



She likes the idea of a silk dress for traveling or going back and forth to the city. And there are times when nothing but a silk dress will hold its own and look fresh at the end of the day.



They look much more expensive than \$18.75, \$25 and \$28.50 (Second Floor)

## \$12.50 Drawnwork Voile Dresses Special for Young Women

Exquisite filmy things with many rows of drawnwork forming panels or, in another style, large squares.

They are dainty enough for afternoon in the lighter color, such as orchid, rose, daffodil, sunset or white, while in Copenhagen and navy they make cool, delightful morning frocks.

Both styles have deep hems and pretty lace collars, and one has a narrow belt, the other a wide sash. From 14 to 20 in size. (Second Floor)

## Telling of a World of Cotton Remnants

And a whirl of them! Crepes, voiles, gingham, swisses, percales, dress linens and organdies are here—all in convenient short lengths, but many not too short for full-dress patterns.

The prices are in many cases insignificant, all being from a third to a half less. Many women are using the opportunity to buy goods for next Spring's wardrobes, and others are outfitting children for the Autumn seashore trip. But there are a hundred other reasons why every one should be glad of the mid-Summer sale! (First Floor)

## The Prettiest Bathing Caps Are English Silk Handkerchiefs

That is what a great many women think. Nowhere else will you find such wonderfully rich colorings or such beautiful paisley and East Indian designs.

Of course there must be a rubber cap underneath, but the silk square is large enough to permit its being tied in a variety of becoming ways. The squares are \$2.75 to \$6.50 each. (Main Floor)

## Silk Bathing Suits Down to \$5

A hundred women can be supplied with them.

They include foulards, satins and taffetas, a few in solid color, some of them figured, and none particularly plain in cut.

All are one-piece, are in black and colors, and the present price is less than half of the original marking. Best of all, there are nearly two months of the bathing season remaining. (First Floor)

## News of a Sale of Corsets

It is splendid news—a number of discontinued models in broken sizes have been much reduced.

Included are L. R. elastic models, which are excellent for sports wear, priced from \$1 to \$6.50.

A Madam Lyra model of broche with elastic top is about half price—\$3.

Letitia corsets, slightly soiled, are \$1.50 to \$8.50.

Wanamaker Special corsets are marked \$1 to \$3.75.

Parisienne models, now about half price, cost from \$6 to \$10.50.

A few maternity corsets in the lot are \$2.50.

Elastic girdles, \$1.25. (Third Floor)

## New in the Neckwear World

A little sample lot of exquisite collars and collar-and-vest sets, made of organdie or net, some with the delicate Applique embroidery, or Irish lace. Others are edged with lace, and all are as dainty as possible.

The prices are surprisingly Long and short collars, \$1. Collar-and-vest sets, \$1.50. (Main Floor)

## There is Nothing Better Than a Leghorn Hat

to wear with sweaters of different colors and other vivid sports costumes.

In the natural color leghorn with Canton crepe or ribbon bands and some have straw facings.

They are supple enough to turn almost any way and there are sizes for both women and girls.

Priced \$4 to \$7. (Second Floor)

## Organdie Collars Special at 25c

One needs many long and short collars in Summer, and they are now so inexpensive that a "wilted" appearance is inexcusable!

Also, there are plain high-necked guimpes of net, some with tiny tucks, going away for 50c. (Main Floor)

## Every Summer Dress Needs a White Kid Belt

With linen, gingham, ratine and dimity frocks with sports skirts and sweaters, so it is no wonder women are buying so many of them.

One of the newest fashions is the fringed white kid belt with narrow fringe on both edges. It is \$1.75. And at the same price is a new braided white kid belt with long fringed tassels.

But the variety is almost endless, from the narrow tubular affair to the one with many perforations, another of satin and kid with celluloid slides, and so on. From 50c to \$3.25 are the prices. (Main Floor)

## Special Net Guimpes at \$3.50 and \$4.50

Unusual in that every one is trimmed with either real filet or real Irish lace, and is of such a fine quality net that the price should rightly be a great deal more.

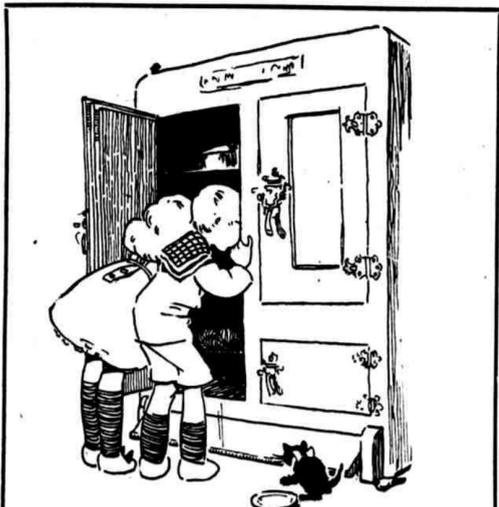
In either white or ecru net and with round collar, V neck with collar and cascade jabot or square neck with tuxedo collar, so they will look well with almost any kind of sweater or dress. (Main Floor)

## 100 Women's Summer Frocks in an Outgoing—Each \$10

Odds and ends of Summer stocks, but it is wonderful what good things are in the miscellany.

There are pongees, dotted voiles, linens, washable silks and other materials, in dark and light colors, in plaids and stripes and checks besides plain colors.

And there are all sizes in the lot. (First Floor)



## A Big Refrigerator—As Pure as the Rain-Washed Air

Bright, spotless, pearl-white inside the entire food compartment.

It is easy to wash and keep clean, the entire lining being made up by one piece of porcelain. Crackless and seamless with no place for the dirt to gather and it is easily washed out with a wet cloth.

Nothing to rust, nothing to decay, nothing to harbor foul odors. It is a refrigerator of luxe—far ahead in points of sanitation, economy, appearance and durability.

It has a solid one-piece food chamber and the porcelain lining is baked on. The 125-pound ice compartment is equipped with aerated ice grates, the entire case is joined air-tight with double thick interior and finished with massive hardware of bronze.

Outside dimensions are 35 in. long, 22 in. deep and 50 in. high.

A refrigerator that will come mighty close to eliminating food and ice waste and will last through the years. Price, \$65. (Fourth Floor)

## Everywhere in the glamour and glitter of the Boardwalk crowd—or wherever fashion walks—are found Beaded Bags

Beaded bags with the rippling, rustling, filmy dresses of Summer-time.

Beaded bags as gay as posies—bags that are figuratively filled with color, reds, greens, blues, purples, yellows, browns, white and many more, all combining and rioting and dazzling on the one bag.

And with it all they are delicate, cool, frail-looking things, with each color in the daintiest tint. Just created for Summertime, it seems, in Summer's fairest hues.

The beaded bags at Wanamaker's are hand done, mostly with the tiniest of beads, and they were done abroad, where master beadwork.

Art that is centuries old comes back to life in the landscapes, the floral effects, the odd figures of Egypt—queer designs that are traced over each bag in all the gorgeous colors that madame loves.

Sizes are as varied as the whims of fashion, many are the draw-string type with silk cord handles, others are mounted on massive silver frames with chain handles.

Prices start at \$25 for a draw-string bag and stop at \$125 for a silver frame bag that is ten inches deep. (Main Floor)

## "Deckle Edge" Is a New Pound Writing Paper

One is tempted to call it the "crinkly sort," and in spite of its crinkles it is delightful to write on. The envelopes are also deckle edged.

In white, 75c the pound. Envelopes to match, \$1 per hundred. Plain pound paper comes in three sizes:

Club size, \$1.50; envelopes, \$2.25 per hundred.

Letter size, \$1.50; envelopes, \$1.75 per hundred.

Small note size, \$1.50; envelopes, \$1.50 per hundred. (Main Floor)

## Trim-Looking House Dresses

Fine gingham with white organdie collars and cuffs and crocheted buttons, \$3.85. These are in lots of colors.

White linens with hemstitched collars and cuffs, \$3.85. (Third Floor)

## Novelty Tasseled Bracelets

Dainty enough to be exactly right to wear with Summer dresses.

All are flexible and therefore graceful.

Sterling silver bracelets with imitation pearl tassel are priced \$2. (Main Floor)

## Mark Everything for the Laundry

Cash's woven names or initials will do much toward keeping things from being lost. It is the neatest and best method of marking underwear or garments for camping, bed linen, towels and so on.

On white or black tape, in red, blue, black, navy, green or lavender. Names, \$3 for twelve dozen, \$2 for six dozen or \$1.50 for three dozen.

Initials, from 35c for six dozen of one initial up to \$1.75 for six dozen of four initials. (Main Floor)

## "The Three Godfathers"

By Peter B. Kyne

A brief and epic tale of the picturesque West which is rapidly passing. Price \$1. (Main Floor)

## New Dimity Bedspreads, So White and Cool \$2.25 and \$2.50

New arrival of spreads shown this season for the first time.

White as any snow that ever fell. The weave is a series of narrow and wide cords, giving them a firm, serviceable and substantial texture.

72x90 inches at \$2.25; 80x90 inches, \$2.50. (Sixth Floor)

## Table Cloths and Napkins From Ireland's Foremost Maker One-Third Less

Linens of quality in the truest sense.

The man who made them makes no other kind.

He didn't make these to sell for one-third less, or even for one ninety-third less.

The only reason for the saving is that the patterns are being discontinued.

The fabric is a rich, heavy satin damask, of exquisite texture, and there are five floral designs, all of them beautiful.

The cloths range in size from 2x2 yards at \$13.75 to 2x4 yards at \$28.50.

Another size-group from 21x21 inches at \$20 to 21x33 yards at \$26.50. Many other sizes at different prices.

Matching napkins in size 22 1/2 x 22 1/2 inches at \$12.75 to \$18.50, and 27x27 inches at \$18.50 to \$24.50 a dozen. (First Floor)

## Pictures Taken on the Vacation

remind one, for years after, of the good times here and there. The days don't seem to slip so completely away if there are "snaps" to keep.

A popular camera for vacationers is the No. 1A Autographic Kodak Junior, which takes pictures two and one-half inches by four and one-quarter inches. Three lens equipment from which to choose. Prices are \$13, \$14 and \$20.

Other cameras of all types cost from \$2 to \$100. (The Gallery)

## Fine Diamond Jewelry Gives Some Men Pleasure

And this is a useful suggestion to tuck away in one's memory against the occasion of his next birthday or when there is an anniversary to be remembered with a gift.

Likely what he would like most would be a pair of handsome cuff links—platinum and gold with a tiny diamond or sapphire set in each link. Such cuff links are \$120 and \$185 a pair.

Or it might well be a beautiful platinum scarf pin set with all diamonds or diamonds combined with a pearl, emerald or sapphire. \$70 to \$395 are the prices. (Main Floor)

## Gold Band Stemmed Ware—\$6 a Dozen—Just Half

Fine quality, thin-blown crystal, with gold-band edges and hair-line stripe.

Choice of goblets, tall footed sherbets, ice creams. (Fourth Floor)

## Men's Plain Linen Handkerchiefs, 25c

Made of a good Irish linen, and inexpensive enough to take along and lose on the vacation trip—or good enough to bring back, if possible.

25c apiece, or \$2.75 a dozen. (West Aisle)

## More Bathrobes of English Flannel Have Come for the Waiting Men

Light, easy, cool robes that spell comfort for the hours at home or the moments of getting ready to go out of the home.

But the big reason English flannel robes are so high in the favor of men is the practicalness of them. Firm of weave, durable and as easily washed as a handkerchief.

The new lot brings robes in broad blazer stripes of several colors. Priced \$16.50. (Main Floor)

## A Man Can Have His Choice of Shoes at \$7.50

They can be black ones or brown ones—good shoes, too, well made of good leathers.

An English last is selected by a great many men because of the trimness and neatness, while others pick the modified brogue for fashion and comfort, truly a rare combination.

Whatever a man picks it's going to be a mighty good shoe and a mighty economical one at \$7.50. (Main Floor)

## More of the Famous U. S. Government All-Wool Blankets \$3.65

All-wool, four pounds in weight, size 66x84.

In olive drab. The most unusual blanket values in years. Fine for camping, \$3.65 each.

Other good camp blankets at \$6.75, \$7.50, \$10 and \$13.50 each. Woven of all-wool and are among the best camp blankets made. (Sixth Floor)

## A New Iron Lamp for \$4

Hand wrought with polychrome and gilt decoration, a large gilt leaf on the arm, and three curved feet. It is fitted for one light, has eleven feet of cord, a plug and a socket. (Fourth Floor)

## Reliability Means Much in a Rowboat Motor

The most reliable kinds made are in the Sporting Goods Store.

The Caille five-speed motor, complete, ready to attach to rowboat, \$110.

The Caille Liberty Drive, the motor that drives a boat anywhere and that floats and tilts automatically, complete, \$75.

The Caille Bantam motor, for canoes, rowboats, dinks and light launches, complete and ready to install, \$75 to \$95.

The Evinrude rowboat motor, complete with magneto ignition, \$150. (The Gallery)



## Would You

take a sled along to enjoy an August at Newport?

If so, it is perfectly all right to keep on wearing the suit you have walked around in since February or it is just as right for you to follow the scare heads and try to keep cool in the tropical suits that are sold on the bargain tag basis.

## But

if you are a self-respecting citizen and know that it is one of your inherent rights to be cool in Summer and have learned that a dollar is worth one hundred hard copper pennies

## Then

you'll most likely do like the other sensible men are doing and get into a tropical suit mighty quickly. And getting into a tropical suit is just like getting into an airplane—make sure it's good.

About all there is to a tropical suit is the outside, so if it is going to look like a suit after a few weeks' wear it must be tailored to perfection. Tailored so that the fit will last as long as the cloth, otherwise it will be an expensive suit regardless of the price.

Maybe, then, it doesn't "just happen" that the men who can do the biggest things in a business way buy their tropical suits at Wanamaker's.

Palm Beach, \$18 and \$20.

Mohair, \$20, \$22.50 and \$25.

Tropical Worsteds, \$25 to \$32. (Third Floor)

## A Word to the Furniture Wise

We have made great preparations, we certainly have the goods and we are going to have a very great August Furniture Sale.

Time will tell whether, or not, it will be the greatest August Furniture Sale ever known, but it ought to be, because of the extraordinary assemblage of fine furniture to be offered and because of the really amazing low prices at which it will be marked.

Of course, there are no August price tags on any of the furniture as yet, nor will there be until July 27, the first of the three Courtesy Days; but we can tell you at this distance THE SAVINGS WILL RUN HIGH.

Remember the old saying, "a word to the wise"—so it will pay to keep your eyes open.

Every Day Is an Inspection Day